

**General Services Administration
Federal Supply Service
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

STRATEGIC PLANNING SERVICES

Consolidated Contract Multiple Award Schedule
MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS)
ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC 874 & 541



HARMONIC INTERNATIONAL

HARMONIC INTERNATIONAL, LLC

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Small Women Owned Business**

**Contract Administrator:
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**Contract Number: GS-00F-0003S
Contract Period: March 14, 2011 through March 13, 2016**



Prices current at date of award on 3/14/2011

On line access to contract ordering information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order are available through **GSA Advantage!**, a menu driven database system. The INTERNET address is GSAAAdvantage.gov.

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

CUSTOMER INFORMATION:

- 1a. Table of awarded Special Item Numbers for: SIN C R499 (Sub SIN 874), SIN C R701 (Sub SINs 541-2 and 541-4A) and SIN C R 422 (Sub SINs 541-1 and 541-4A).

SIN C R 499, Sub SIN 874-1

SIN	Labor Category	Government Hourly Rates
C R499	Executive Principal	\$418.92
C R499	Subject Matter Expert	\$338.52
C R499	Managing Director	\$353.03
C R499	Project Manager	\$236.96
C R499	Associate Manager	\$132.39
C R499	Research Designer & Analyst	\$327.44
C R499	Research Manager	\$352.63
C R499	Research Support	\$33.10

SIN C R701 (Sub SINs 541-2 & 541-4A), SIN C R422 (Sub SINs 541-1 & 541-4A)

SIN	Labor Category	Government Hourly Rates
C R701, C R422	Project Manager	\$236.96
C R701, C R422	Associate Manager	\$132.39
C R701, C R422	Research Support	\$33.10

- 1b. SINs C R499, C R701, C R422 = Research Administrative Support – GSA lowest rate is \$33.10 per hour
2. Maximum Order Limitation: **\$1,000,000.00**
3. Minimum Order: **\$100.00**
4. Scope of Contract: **Domestic Only**
5. Point(s) of Performance: **Per Individual Delivery Order**
6. Discount from list prices or statement of net price: **Government net prices (discounts already deducted). Special Item Numbers (SINs) C R499, C R701, C R422 Awarded.**
7. Quantity discounts: **None**
8. Prompt payment terms: **Net 30 Days**
- 9a. Notification the Government purchase cards are accepted up to the micro-purchase threshold: **Yes**
- 9b. Notification whether Government purchase cards are accepted or not acceptable above the micro-purchase threshold: **Contact Harmonic International**
10. Foreign items: **None**

CUSTOMER INFORMATION continued:

- 11a. Time of delivery: **Contractor shall deliver or perform services in accordance with the terms negotiated in the agency's order.**
- 11b. Expedited Delivery: **Contact Harmonic International**
- 11c. Overnight and 2-day Delivery: **Contact Harmonic International**
- 11d. Urgent Requirements. **Contact Harmonic International**
- 12. FOB point(s): **Destination**
- 13a. Ordering address:
Harmonic International, LLC.
Attn: Brian Kraft
10 E. Lee St.
Suite #2704
Baltimore, MD 21202
- 13b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).**
- 14. Payment address:
Harmonic International, LLC.
10 E. Lee St.
Suite #2704
Baltimore, MD 21202
- 15. Warranty provision: **Standard Commercial Warranty (SCW)**
- 16. Export packing charges: **Not Applicable**
- 17. Terms and conditions of Government purchase card acceptance: **Contact Harmonic International**
- 18. Terms and conditions of rental, maintenance, and repair: **Not Applicable**
- 19. Terms and conditions of installation: **Not Applicable**
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: **Not Applicable**
- 20a. Terms and conditions for any other services: **Not Applicable**
- 21. List of service and distribution points: **None**
- 22. List of participating dealers: **None**
- 23. Preventive maintenance: **Not Applicable**
- 24a. Special & environmental attributes: **Not Applicable**
- 24b. **Not Applicable**
- 25. Data Universal Number System (DUNS) number: **132219077**
- 26. Contractor **is registered** in Central Contractor Register (CCR) database



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Labor Category Descriptions

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Executive Principal

Job Description/Responsibilities: Responsible for primary functional disciplines such as strategic planning and overall implementation of program management systems, business process and planning, and marketing analysis.

- Provides oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision for the company.
- Responsible for overseeing an integrated management structure, which evaluates overall performance.
- Meets with government program manager to discuss performance, initiatives and priorities.
- Performs as lead strategist and provides leadership and vision for the company and clients.
- Develops innovative and big ideas for broad strategic plans.
- Leads the management of diverse programs, providing broad-range service vision.
- Directs and supports management in development of integrated team structure, leading identification of mission objectives and performance evaluation.
- Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance.
- Manages subcontractor and program financials.
- Responsible for overall direction, coordination and evaluation of major business units.
- Provides high-level expert technical guidance and expertise in support of single or multiple projects.
- Directs complex organizations and teams by integrating projects into client-focused, objective-oriented consulting solutions.
- Integrates strategic solutions into business process reengineering requirements, which translate into systems that focus and implement the client's major mission or strategic objective.
- Serves as the company's most senior interface between the government client and company resources and key resource to committees, project teams, task forces and other internal and external constituencies.
- Works with the client and program managers to establish policy and strategic direction for programs.
- Ensures client satisfaction with company performance and takes appropriate action to meet program commitments by responding effectively to meet client needs.
- Ensures projects and overall focus of the company results in successful implementation of clients' goals.

Experience Requirement: Possesses a minimum of 20 years experience as Marketing and/or Business providing direction to organizations on business and complex strategic issues. Experience should include managing program related projects, project and organizational assessments, business systems applications and process improvements.

Education Requirement: MBA, Master's Degree in Business or Marketing, or related field.



Subject Matter Expert

Job Description/Responsibilities: Senior executive, with extensive expertise in a given subject matter (i.e. research analysis, advertising, communications).

- Responsible for bringing acute insight to projects relating to their area of expertise.
- Oversees multi-faceted program area.
- Heads development of strategic integrated subject matter product and service strategy.
- Lends support in building and sustaining successful cross-team management structure capable of providing range of subject matter support activities.
- Meets regularly with government program manager to discuss performance, propose initiatives and establish priorities.
- Leads strategic planning and communication initiatives in specified program area.
- Creates team structure for full range of support services and meets with client regularly to discuss performance, propose initiatives and establish priorities.
- Manages team of subject matter experts.
- Develops strategy, dictating direction and management of support services.
- Implements strategy dictating direction and management of support services in a specified field.
- Performs dictated subject matter work.
- Supports team in producing high quality deliverable in time-efficient matter.

Experience Requirement: Possesses an average of 20 years experience in Marketing or Communications of providing direction to organizations on business and complex issues. Experience should include managing program related projects, project and organizational assessment, business system applications and process improvements. Should have credentials (publications, patents or reputation) that establish the person as recognized leader/expert in their subject area.

Education Requirement: Master's Degree



Managing Director

Job Description/Responsibilities: Responsible for overall operations of the company. Oversees contracts, financial and accounting system controls and standards and ensures timely financial and statistical reports for internal and external use.

- Based on extensive experience in strategic planning, can balance business needs with client desires and develop procedures accordingly.
- Meets with government program manager to discuss performance, propose initiatives and establish priorities as needed.
- Oversees related program areas.
- Heads development of strategic, integrated product and service strategy.
- Lends support in building and sustaining successful cross-team management structure and evaluating work quality.
- Strategically manages program area and develops product and service vision.
- Proposes and implements creative methods to complete work efficiently and effectively.
- Provides account management and oversees the timely and appropriate delivery of services to clientele.

Experience Requirement: Minimum of 20 years experience in Marketing or a related field, providing direction to organizations on business and complex issues. Experience should include managing program related projects, project and organizational assessments, business systems applications and process improvements.

Education Requirement: MBA or Masters Degree.



Research Manager

Job Description/Responsibilities: Focuses on overseeing research implementation and execution.

- Focus on the mechanical elements of collecting and presenting the data, namely fieldwork and data programming and processing.
- Oversees the recruitment for the study: who, where, when and how to recruit the sample, incidence for qualification, cooperation level of potential respondents, incentives, and facility management.
- Oversees long-term research program area.
- Heads development of strategic and integrated product and service strategy.
- Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning.
- Coordinates and/or conducts research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards.
- Builds relationships with technical experts in academia and contracts assistance when required.

Experience Requirement: Minimum of 15 years experience in Market Research in analyzing business, management and technical objectives for diverse teams or groups.

Education Requirement: Minimum of Bachelors Degree in Marketing, Statistics or other related field



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Labor Category Descriptions

Project Manager

Job Description/Responsibilities: Project manager is knowledgeable and experienced in strategic planning.

- Performs day-to-day management of overall contract support operations, possibly involving multiple projects and groups of personnel at multiple locations.
- Organizes, directs and coordinates the planning and production of all contract support activities.
- Demonstrates effective written and oral communication skills.
- Responsible for the timely response to customer requests and questions.
- Analyzes and rectifies customer concerns.
- Oversees the creating of all project related client deliverables and any administrative details related to the project.
- Responsible for day-to-day performance of project effort.
- Provides weekly client project status reports and has a knowledge of all tasks related to client projects.
- Supports Managing Director in oversight of multi-level programs.
- Handles cross-team subcontractor support and program financials.
- Meets regularly with government program manager to discuss performance, propose initiatives and establish priorities.
- Develops, directs and manages strategic approach and strives to improve work, processes, products and services.
- Leads and performs program area work.
- Meets with client regularly to ensure work meets/exceeds client objectives.
- Performs program area work.

Experience Requirement: Minimum 5 years experience in Marketing or related field in providing direction to organizations on business and complex issues. Experience should include managing program related projects, project and organizational assessment, business systems applications and process improvements.

Education Requirement: Bachelors Degree



Research Designer

Job Description and Responsibilities: Provides the methodological design for research including how the study will be conducted, timing, location, target group identification and sample size.

- Leads and manages multiple research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards.
- Responsible for the design of the survey questionnaires which includes decisions such as number and nature of areas of measurement, number and nature of specific questions, scaling and techniques, and consistency with theoretical models.
- Analyzes existing and potential product and service information and prospective customers and markets. Collates information into meaningful reports and presentation material.
- Maintains any technical information in a systems library.
- Conducts research analysis and presents data to the client.
- Builds relationships with technical experts in academia and contracts assistance when required.
- Meets with client regularly to discuss performance, propose initiatives and establish priorities.

Experience Requirement: Minimum of 25 years of specialized experience in Marketing Research in analyzing business, management and technical objectives for diverse teams or groups.

Education Required: Ph.D. Degree.



Associate Manager

Job Description/Responsibilities: Associate Manager is responsible for the day-to-day management of client services support tasks, project coordination efforts and administrative tasks.

- Oversees all project and office logistics, and manages the catalog of all research and survey materials.
- Promotes good vendor/client relationships.
- Performs program area work.
- Leads and performs program area work.
- Proposes and implements creative methods to complete work effectively and efficiently.
- Supports team in producing high quality deliverables.
- Meets with client as needed.
- Supports writing projects and aids in ensuring communications clearly relay client key messages and adhere to identified requirements.
- Performs document quality assurance and quality control reviews.
- Works with staff to improve writing flow and layout.

Experience Requirement: Possess a minimum of 2 years experience in Marketing or related field and a thorough understanding of program-management related projects, project and organizational assessment, business systems application and process improvements.

Education Requirement: Bachelors Degree



Research Support

Job Description/Responsibilities: Provides general support to research initiatives and oversees scheduling and correspondence.

- Supports research initiatives through data gathering via a variety of electronic search tools, as well as surveys, interviews, and other investigative methods.
- Responsible for all material preparation including paper, audio and videotapes, copying supplies, printing and communications.
- Promotes and provides support to research team to maintain successful agency-client relationships.

Experience Requirement: Minimum of 2 years experience in research-related position.

Education Requirement: Bachelors Degree